



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Springer, David S., et al.

Serial No.: 09/313,436

Filed: May 17, 1999

For: METHOD AND APPARATUS FOR

TRACKING BANNER ADVERTISING

Group Art Unit: 3622

Examiner: Khanh H. Le

AMENDMENT AND REQUEST FOR RECONSIDERATION UNDER 37 C.F.R. § 1.116

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 RECEIVED
SEP 2 3 2003
GROUP 3600

Sir:

In response to the Final office action mailed July 16, 2003, please amend the above-identified application as follows:

AF 3600



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

LAT	ENT & TAT											
In re ar	oplication		S., et al.		§ 8							
	Opinig	or, Davio	o., o. a		§							
Serial No.		09/313,436			§ 8	Examiner: Khanh H. Le						
Filed:		May 17, 1999			<i>ക</i> ക ക ക ക ക ക ക ക	Group /	o Art Unit: 3622			RE	CEIVE	
For:	METHOD AND APPARATUS FOR TRACKING BANNER ADVERTISING			§ §					SEP 2 3 2003 GROUP 36			
P.O. Box	sioner fo									GRO	UP 36	
Sir:												
	In respo	nse to th	e Final Office ac	tion dated July	16, 2	2003, end	losed are	the follo	wing rega	arding the abov	'e-	
identifie	d patent a	applicatio	on:									
1. Amendment and Request for Reconsideration Under 37 CFR §1.116;												
	2.	Return postcard; and										
	3.	Transmittal letter (in duplicate).										
[]	Small en §§ 1.9 ar	ntity status of this application has been established by a previously submitted verified statement under 37 C.F.R. and 1.27.										
[]	No additi	onal fee is	required.									
The fee h	as been c	alculated	as shown below:						OTHER '	Τμανι Δ		
	(Col. 1)	(Col. 2)		(Col. 3)		SMALL ENTITY			SMALL E			
	CLAIMS REMAINI AFTER AMENDM		HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE	ADDIT. FEE	<u>OR</u>	RATE	ADDIT. FEE		
TOTAL	8	minus	24	= 0		x 9	\$	OR	x 18	\$0.00_		
INDEP	2	minus	3	= 0		x 42	\$	OR	x 84	\$0.00_		
[]	FIRST PRESENTATION OF MULTIPLE DEP. CLAIM					+ 140	\$	_ OR	+ 280	\$		
						TOTAL	\$	= OR	TOTAL	\$0.00		
	* **	If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3. If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space. If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.										

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box in Col. 1 of

A check in the amount of \$_____ is attached.

The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. [08-1394 H&B, Order No. 16356.723

a prior amendment or the number of claims originally filed.

(DC-01769)].

Please charge Deposit Account No. [08-1394 H&B] in the amount of \$____

[X] Any additional filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims.

Any patent application processing fees under 37 C.F.R. § 1.17.

[X] A copy of this sheet is enclosed.

Respectfully submitted,

lames R. Bell

REGISTRATION NO. 26,528

Date: 4-/5-03 HAYNES AND BOONE, LLP 901 Main Street, Suite 3100 Dallas, TX 75202-3789 Phone: 512/867-8407

Fax: 512/867-8470

A-153869.1

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

on

Date

Signature

Typed/Printed name of person signing Certificate

Docket Number: 16356.723 (DC-01769) Customer No. 000027683

INTRODUCTORY COMMENTS

Claims 1, 4, 8, 9 and 26 are amended and claims 1, 4-9 and 26 remain in the application.